

2014 BUICK REGAL **INTERACTIVE DETAILS BOOK** BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK COMPETITIVE COMPARISON



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2014 BUICK REGAL WHAT'S NEW FOR 2014 BUICK

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WHAT'S NEW HIGHLIGHTS

- **More standard power** with a new 259 hp 2.0L Turbo 4-cylinder engine. It provides 18% more power and 39 more horsepower than the Turbo it replaces.
- **Fuel-saving eAssist** is available and is now offered exclusively on the FWD Premium I equipment group.
- **Enhanced all-weather handling** is available with the new Haldex all-wheel drive system with an electronic Limited Slip Differential and HiPer strut front suspension (available 2.0L Turbo models).
- **More expressive appearance** with a new front fascia, black chrome waterfall grille, headlamps with Buick signature lighting, available LED Daytime Running Lamps, decklid with integrated spoiler, rear fascia and rear chrome accent detail.
- **More refined interior** includes premium soft-touch materials, new white ambient lighting and four different color and trim combinations.
- **More luxury** with a standard Rear Vision Camera and available Bose premium audio system.
- **Comprehensive safety** includes new advanced safety features that enhance Regal's crash avoidance capabilities.
- **Enhanced convenience** includes a simplified center stack with 7 radio controls (down from 17 controls) and capacitive touch heating and air conditioning controls. The new steering wheel has integrated infotainment and safety feature controls. The driver door now includes door lock controls and a trunk release. Memory seats are now available as part of Driver Confidence Package I.
- **Dynamic information displays** interact with IntelliLink features for both the standard color, high-resolution 4.2" Driver Information Center and the 8" Reconfigurable Driver Information Instrument Cluster Display that is exclusive to GS.
- **More connectivity** with the Next Generation Buick IntelliLink System. It includes a larger 8" color touch-screen, Natural Language Recognition, gesture recognition, Smartphone Voice Recognition Pass-Through and HD Radio.
- **Experience Buick Protection** provides standard 2-year/24,000-mile scheduled maintenance for oil/filter changes, tire rotation and 27-point vehicle inspection.
- **Revised equipment groups** simplify ordering. Regal offers four equipment groups for 2014: Regal 1SL, Premium I 1SN, Premium II 1SP and Regal GS 1SX.

2014 BUICK REGAL KEY MESSAGES BUICK

WHAT'S NEW **KEY MESSAGES** MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
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DESIGNED AND ENGINEERED FOR MAXIMUM ENJOYMENT BEHIND THE WHEEL



The new 2014 Regal offers sport-injected performance for people who seek an alternative to high-priced, high-pretense import vehicles.

Regal is the athlete of the Buick family, sporty and built for those who love to drive. It's beautiful, quiet and comfortable and has:

- Spirited performance
- Dynamic technologies

In addition to being agile and sleek, Regal is driver-centric with advanced technologies that connect drivers to the road.



REGAL AWARDS & RECOGNITION

- Top 10 Best Engines, 2012 Buick Regal GS, Wards Auto.
- Buick Best Value Luxury Brand, 2013 Brand Image Awards Kelly Blue Book.
- #3 (out of 20) Upscale Midsize Cars, US News & World Report Best Cars (2013).
- Insurance Institute for Highway Safety – Top Safety Pick, Large Family Cars (2013).
- NHTSA New Car Assessment – 5-star Overall Vehicle Score (2013).
- “Recommended” designation Sport Sedan, Real Turbo – Consumer Reports.

RETHINKING PERCEPTIONS

Regal brought a focus on driver engagement back to the Buick brand.

As the performance halo vehicle in the Buick portfolio, Regal offers driving enthusiast buyers fun-to-drive performance and a host of technologically advanced features.

WHAT ARE THEY LOOKING FOR WHEN THEY CONSIDER REGAL?

Customer Wants: A modern sport sedan with exhilarating response.

- Regal has an all-new standard 2.0L 259-hp Turbo engine and now available all-wheel drive. Interactive Drive Control System and Continuously Variable Real-Time Damping System on Regal GS provide even more engaging and fun-to-drive performance.

Customer Wants: Assertive styling.

- Regal has a performance-ready stance, low, wide proportions and sculpted details. Regal GS adds exclusive racing-inspired style.

Customer Wants: Intuitive technologies.

- Regal has the Next Generation Buick IntelliLink which includes Natural Language Recognition, gesture recognition, Smartphone Voice Recognition Pass-Through, enhanced personalization capabilities, navigation features and a larger 8" touch-screen.

Customer Wants: Upscale details and interior finishes.

- Regal has a finely tailored cabin that includes standard leather-appointed seating, advanced displays and highly crafted appointments.

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REGAL TOP SELLING FEATURES

The new Regal makes a stunning impression with its more expressive design, premium appointments, more powerful standard turbo engine, improved in-vehicle connectivity and advanced safety technologies.

These are some of the Top Features we know will be of interest to Regal customers. Be sure to demonstrate these Top Selling Features during your Regal walkaround presentation.

Click to learn more about these features.



1. **Driver Confidence Package I**

- Forward Collision Alert
- Following Distance Indicator
- Lane Departure Warning
- Side Blind Zone Alert
- Lane Change Alert
- Rear Cross Traffic Alert with Standard Rear Vision Camera*

2. **Driver Confidence Package II**

- Adaptive Cruise Control
- Automatic Collision Preparation with Front Braking

3. **Standard 259 HP Turbo Engine**

4. **New All-Wheel Drive System**

5. **4.2" Full-Color Driver Information Center**

6. **8" Driver Information and Cluster Display (GS)**

7. **Next Generation IntelliLink**

8. **Exterior Design Enhancements**

9. **Simplified Interior Center Stack**

* Includes memory seats and requires sunroof option.

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1. DRIVER CONFIDENCE PACKAGE I

The technologies included in the Driver Confidence Packages offer broad coverage around the vehicle that can help Regal drivers avoid crashes in common driving situations like lane changes, backing up during parking and following vehicles. The safety features included in the Driver Confidence I utilize a network of front and rear cameras, radars and ultrasonic sensors to monitor the environment around Regal. These technologies can help drivers avoid crashes by improving awareness about the driving environment.

FORWARD COLLISION ALERT WITH FOLLOWING DISTANCE INDICATOR

- Uses camera or radar technology to monitor traffic ahead. (Driver Confidence Package II adds radar.)
- The system provides auditory and visual alerts if you're approaching a vehicle directly ahead too quickly.
- The Forward Collision Alert allows the driver to set a following gap of Far, Medium or Near to the vehicle ahead. Following information appears in the instrument cluster display.
- With the Following Distance Indicator the driver can display the number of seconds to the vehicle ahead. The following timing appears in the instrument cluster display.

Why It Matters

Forward Collision Alert and the Following Distance Indicator can provide Regal drivers with additional time to react to help them avoid a forward collision.

LANE DEPARTURE WARNING

- This camera-based lane detection system alerts the driver through visual alerts and beeps if Regal drifts out of a lane without activating the turn signal.

Why It Matters

Lane Departure Warning can help drivers avoid crashes due to unintentional lane departures. It's also another example of the driver-centric technology offered on Regal and demonstrates its comprehensive approach to providing world-class safety.

Click the play  icon to watch video.

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1. DRIVER CONFIDENCE PACKAGE I

SIDE BLIND ZONE ALERT

- This lane changing aid uses radar sensors on both sides of the vehicle to “look” for other vehicles in Regal’s blind zones.
- The system displays a signal on the outside left or right mirrors to alert the driver if a vehicle enters the blind zone.
- The warning signals flash to provide extra warning to the driver if the turn signal is activated in the direction of the detected vehicle.

Why It Matters

Side Blind Zone Alert bolsters awareness of hazards in the driving environment and can help drivers avoid crashes with other following vehicles.



LANE CHANGE ALERT

- The 2014 Regal is of the first vehicles to offer Lane Change Alert, a segment-exclusive feature.
- It expands the capabilities of Side Blind Zone Alert and looks up to 230-feet behind Regal to detect vehicles in adjacent lanes far beyond the side blind zones. The system alerts the driver about rapidly approaching vehicles in the adjacent lanes.
- An illuminated flashing symbol in the left or right side mirrors indicates it may be unsafe to change lanes.

Why It Matters

Lane Change Alert can help Regal drivers avoid lane change crashes with an intuitive directional warning that helps them know when it is not safe to change lanes.

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1. DRIVER CONFIDENCE PACKAGE I



REAR CROSS TRAFFIC ALERT WITH STANDARD REAR VISION CAMERA

- The standard Rear Vision Camera gives drivers a view they might not normally see. It displays an image on the center stack display screen of what's behind Regal when it is shifted into "reverse". The Rear Vision Camera is especially helpful when backing out of a parking spot.
- Rear Cross Traffic Alert uses the Rear Vision Camera display screen to issue visual warnings about approaching traffic when Regal is in "reverse."
- The system detects traffic coming from up to 65 ft. from the left or right side behind the vehicle.
- If moving vehicles are detected, left/right-side alerts appear on the Rear Vision Camera display screen and the system issues auditory alerts.

Why It Matters

Rear Cross Traffic Alert and the Rear Vision Camera can give drivers more time to react to vehicles that may be difficult to see when backing up.

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2. DRIVER CONFIDENCE PACKAGE II

The technologies included with Driver Confidence Package II provide additional alert notification so that immediate action can be taken to avoid detected safety threats. They can also intervene with braking when a collision threat is detected.

ADAPTIVE CRUISE CONTROL

- Extends the capabilities of traditional cruise control to more situations. It uses extended range radars that detect vehicles ahead.
- Adaptive Cruise Control applies limited to moderate braking and acceleration—automatically—to maintain a preselected “following gap” of Far, Medium or Near from the vehicle ahead.
- It works in both fast-moving and stop-and-go traffic and can bring your vehicle to a complete stop if the car ahead comes to a stop.
- A key benefit: convenience for the driver since the system can follow the detected vehicle ahead for long stretches and apply moderate braking or acceleration as needed.

Why It Matters

By automatically braking and accelerating, Adaptive Cruise Control can help drivers maintain a safe following distance from the vehicle ahead. It also offers the convenience of keeping cruise control active without having to reset it even after braking.

AUTOMATIC COLLISION PREPARATION WITH FRONT BRAKING

- Provides emergency crash preparation that can help reduce crash damage.
- The system is designed to reduce impact speed by applying the vehicle’s brake system and may even help the driver avoid the crash under some circumstances.
- When the system detects a frontal crash is imminent, this sophisticated system can apply the brakes if the driver does not react quickly enough.

Why It Matters

Think of Automatic Collision Preparation with Front Braking as an additional safety net that can help Regal avoid a crash with a moving vehicle directly ahead.

3. NEW STANDARD 259 HP TURBO ENGINE

- The new 2.0L Turbo 4-cylinder engine's pedigree is impressive. The previous version was recognized as one of Ward's 10 Best Engines in 2012.
- In addition to 39 more horsepower—an 18% increase—the new 2.0L Turbo's torque curve is also enhanced for even better acceleration capabilities. Even with more power it improves efficiency and has impressive fuel economy.
- Peak torque is 295 lb.-ft. and at least 260 lb.-ft. (90%) starts from 1700 rpm and goes to 5000 rpm. On the GS, peak torque occurs earlier and for a longer rpm range.
- Friction reduction technologies and other enhancements reduce noise, vibration, and also improve fuel economy.

Why It Matters

The new 259 hp 2.0L Turbo is a star performer, giving Regal the most standard 4-cylinder horsepower of the 4-cylinder engines in its segment and great fuel economy.

4. NEW HALDEX ALL-WHEEL DRIVE SYSTEM

- All-wheel drive with an electronic Limited Slip Differential (eLSD) is available on Regal models equipped with the 2.0L Turbo engine. It helps to provide sure-footed handling in low grip conditions and in all types of weather.
- The system monitors traction at all four wheels as road surfaces change and automatically delivers more power where necessary to help maintain control and enhance road grip.
- On Regal GS, all-wheel drive combines with the Interactive Drive Control System to deliver more performance-oriented driving when activated.

Why It Matters

Whether drivers want the handling benefits of more acceleration through a curve or need sure-footed handling in bad weather, Regal's available all-wheel drive system and eLSD are standing by to help.

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5. 4.2" FULL-COLOR DRIVER INFORMATION CENTER

- Regal's standard instrument cluster keeps information front and center in the instrument cluster display.
- Drivers can select vehicle status information and interact with audio, phone and navigation system features using the steering wheel 5-way controller.

Why It Matters

Integrating Regal's instrument cluster with Buick IntelliLink features enhances convenience and helps drivers stay connected more safely by keeping their hands on the steering wheel.

6. 8" RECONFIGURABLE DRIVER INFORMATION AND CLUSTER DISPLAY (GS EXCLUSIVE)

- Like the standard Driver Information Center, the color Reconfigurable Driver Information and Cluster Display on Regal GS allows drivers to interact with vehicle status information, infotainment, phone, specific navigation features and GS performance options.
- The dynamic display on Regal GS also includes two selectable graphic themes Touring and Sport.
- The display is framed with chrome accents and includes a pair of semicircle mechanical instruments for the tachometer and other vehicle functions.

Why It Matters

The 8" Reconfigurable Driver Information and Cluster Display is another exclusive GS feature that adds style, engages the driver and enhances time behind the wheel for a customized driving experience.

7. NEXT GENERATION INTELLILINK

- The Next Generation IntelliLink system on Regal features:
 - A larger 8" high-resolution color touch-screen
 - Natural Language Recognition
 - Gesture recognition that responds to drag and swipe gestures
 - USB integration
 - Bluetooth hands-free device integration
 - A customizable app tray that creates shortcuts for frequently used features
 - Customizable Favorites for up to 60 presets including radio stations, playlists, phone contacts and navigation destinations
 - New 3D map views (if equipped with navigation)
- HD Radio is also new and provides digital sound quality from AM and FM broadcasts.
- A new Smartphone Voice Recognition Pass-Through uses the vehicle's microphone and speakers to access and operate voice recognition features found on many smartphones.



Why It Matters

IntelliLink accommodates a connected lifestyle simply, efficiently and intuitively.



8. EXTERIOR DESIGN ENHANCEMENTS

- Regal's new exterior styling gives it a more taut and athletic appearance.
- Enhancements include a new front fascia, more prominent black chrome waterfall grille, Buick signature lighting cues, new decklid with integrated rear spoiler, LED tail lamps, a new rear fascia and chrome accents.

Why It Matters

One look at Regal is all it takes to understand that precision and performance are in its DNA. Regal has the bold athleticism that driving enthusiasts desire.



COMPETITIVE COMPARISON



9. SIMPLIFIED INTERIOR CENTER STACK

- Regal's driver-centric interior features a redesigned center stack that's more intuitive with fewer buttons and cleaner styling.
- It puts key IntelliLink, personalization and heating, ventilation and air conditioning (HVAC) controls within easy reach.
- Capacitive touch HVAC controls—similar to a smart phone—have a premium appearance and operate driver and front passenger climate controls and Regal's standard heated seats.

Why It Matters

Intuitive controls are another example of Regal's approach to creating a cabin environment that's all about the driver.

2014 BUICK REGAL PACKAGING GUIDE



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STANDARD ON ALL MODELS

EXTERIOR

- Black chrome waterfall grille
- Chrome accents (portholes, tail lamps)
- Halogen composite headlamps
- Daytime Running Lamps
- LED tail lamps
- Power heated outside mirrors with integrated turn signal indicators

INTERIOR

- Auto-dimming inside rearview mirror
- Dual-zone automatic climate control
- Power windows with driver and front passenger Express-Up/Down; rear Express Down
- Power programmable door locks
- Remote Keyless Entry
- Interior trunk release
- Manual tilt and telescopic steering column
- Leather-wrapped 3-spoke steering wheel with integrated audio, cruise and Driver information Center Display controls
- White interior ambient accent lighting
- Leather-appointed seating
- 12-way power driver power seat includes 4-way power lumbar
- 2-way adjustable front head restraints
- Split-folding rear seat

INFOTAINMENT, CONNECTIVITY & NAVIGATION

- Buick IntelliLink with new 8" color touch-screen, Natural Language Recognition, gesture recognition and enhanced connectivity features
- AM/FM/ SiriusXM/HD Radio MP3/CD audio system with 7 speakers, auxiliary input jack
- 2 USB ports
- SD card slot
- Bluetooth for Phone and Music (streaming)
- Smartphone Voice Recognition Pass-Through
- SiriusXM Radio with 3-month trial
- OnStar Remotelink Key Fob services (5 years included)
- OnStar (6 months included) Directions & Connections

POWERTRAINS, RIDE & HANDLING

- 2.0L 259 hp Turbo 4-cylinder engine
- 6-speed automatic transmission with Driver Shift Control
- Dual exhaust with bright tips
- 4-wheel independent suspension

SAFETY & SECURITY

- 6 air bags
- Rear Vision Camera
- StabiliTrak electronic stability control system
- Full-range Traction Control
- 4-wheel disc antilock brakes with Brake Assist
- Tire Pressure Monitoring System
- Daytime Running Lamps
- Theft-deterrent system
- OnStar Directions & Connections (includes 6 months of Safe & Sound)

WARRANTIES & OWNER COVERAGE

- Experience Buick Protection
- 4-year/50,000-mile bumper-to-bumper limited
- 6-year/70,000-mile transferable powertrain
- 8-year/100,000-miles eAssist components
- 6-year/70,000-mile roadside assistance
- 6-year/70,000-mile courtesy transportation
- 6-year/100,000-mile rust-through corrosion protection
- 2-year/24,000-mile Buick Scheduled Maintenance
- OnStar Vehicle Diagnostics

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	REGAL 1SL	PREMIUM I 1SN	PREMIUM II 1SP	GS 1SX
Halogen fog lamps	S	S	S	
4.2" Full-Color Driver Information Center Display	S	S	S	
Premium I Equipment Group: Heated steering wheel, Rear Park Assist, 12-way power passenger seat with power lumbar, 120V power outlet, Remote Vehicle Starter System, Universal Home Remote, Keyless Passive Entry/Push Button Start, chrome insert door handles		S	S	S
Premium II Equipment Group: Navigation radio, Bose premium audio, rear seat thorax air bags, Bi-Xenon High-Intensity Discharge headlamps			S	S
8" Reconfigurable Driver Information and Instrument Cluster Display				S
GS Appearance features: GS front and rear fascias, body color lower rocker moldings, unique rear spoiler, GS pedals, Sport front bucket seats, leather-wrapped 3-spoke Sport steering wheel				S
Ultrasonic Front and Rear Parking Assist				S
IntelliLink radio with navigation	A	A	S	S
Memory features for power driver seat, outside mirrors and driver personalization (included with Lane Departure Warning)			A	A
DRIVER CONFIDENCE PACKAGE I: Forward Collision Alert, Following Distance Indicator, Side Blind Zone Alert with Lane Change Alert, Lane Departure Warning, Rear Cross Traffic Alert (requires sunroof and memory seats)			A	A
DRIVER CONFIDENCE PACKAGE II: Adaptive Cruise Control, Automatic Collision Preparation with Front Braking (requires Driver Confidence Package I)			A	A
Power sunroof	A	A	A	A
2.0L Turbo 4-cylinder engine	S	S	S	S
2.4L 4-cylinder eAssist engine		A		
6-speed manual transmission				A ¹
Interactive Drive Control System (ICDS)				S
HiPer Strut front suspension	A ²	A ²	A ²	S
Continuously Variable Real-Time Damping				S
4-wheel disc antilock brakes with Brembo front brakes and Brake Assist				S
Dual stainless steel exhaust				S
Single exhaust with hidden tip		A ³		
H-arm rear suspension	A ²	A ²	A ²	A ²
Haldex all-wheel drive with electronic Limited Slip Differential (eLSD)	A	A	A	A
Variable Assist Electric Power Steering (EPS)	A ²	A ²	A ³	S
17" aluminum wheels (RSB)		A ³		
18" alloy wheels (PXR)	S	S	S	
18" chrome alloy wheels (Q6Y)	A	A	A	
19" alloy wheels (REH)				S
20" polished alloy wheels (RTJ) with summer-only tires				A

¹FWD only ²Included with AWD ³Included with eAssist powertrain

EXTERIOR

The new Regal is more expressive with design refinements that give it a more contemporary attitude and assertive looks. These improvements complement its low, wide proportions and create a Regal that looks as good as it performs.

- **Sporty from every angle** with sleek, sculpted body-side details, an abbreviated rear deck and tucked-in body panels. Refer to Regal Top Selling Features.
- **Multi-dimensional black chrome waterfall grille.** Refer to Regal Top Selling Features.
- **Jewel-like exterior lighting** includes new standard halogen headlamps that feature Buick signature lighting design cues for a premium appearance.
- **Bi-Xenon High-Intensity Discharge headlamps** with new LED Daytime Running Lamps provide enhanced lighting capabilities versus conventional systems and include a distinctive blue ring lens detail (standard Premium II, GS).
- **Standard fog lamps** complete the front fascia's enhanced design. (Excludes GS).
- **LED tail lamps** heighten Regal's exterior style. Refer to Regal Top Selling Features.



- **Chrome accents** visually connect Regal's new tail lamps, outline its side windows and are used on Regal's portholes and door handles providing a premium look.
- **Decklid with integrated spoiler** contributes to Regal's sport-injected styling and to its aerodynamic performance.
- **Alloy wheel styles** offered in one 17", two 18", one 19" and one 20" give Regal a premium and upscale appearance.
- **Power-adjustable body-color heated mirrors** are standard and include integrated turn signals.
- **GS-exclusive exterior appearance features** suggest advanced handling abilities with front fascia vertical air intake slots, rear fascia-integrated dual trapezoidal exhaust outlets in a satin metallic finish, rocker panel extensions, Brembo front brakes and a rear spoiler extension.

INTERIOR

Regal's redesigned interior features rich, finely tailored elements executed in warm tones. Soft-touch materials enhance the cabin environment and help Regal feel contemporary and luxurious.

- **Premium details** like standard French seam stitching, warm tones and soft-touch materials create an inviting atmosphere.
- **Dynamic 4.2" Full-Color Driver Information Center** is standard. Refer to Regal Top Selling Features.
- **Reconfigurable 8" Color Driver Information and Cluster Display** is exclusive to the GS. Refer to Regal Top Selling Features.
- **GS-exclusive interior features** include Sport bucket seats, sport pedals and a unique 3-spoke leather-wrapped steering wheel. An Ebony interior—exclusive to the GS—is offered with Soleil Keisel leather seats with contrast stitching and Diamond Black décor with a black headliner.
- **Dual-zone climate controls** have new easy capacitive touch operation, a "cat eye" shape and are framed in chrome. Refer to Regal Top Selling Features.
- **Leather-appointed seats** are standard and enhance luxury.
- **Heated front seats** are standard and include three temperature setting levels.
- **Standard 12-way power driver seat** including 4-way power lumbar that enhances comfort.
- **12-way power front passenger seat** including 4-way power lumbar (standard Premium I/Premium II/GS).
- **Memory Package** adds convenience and recalls two driver presets for the 8-way power driver seat, outside mirrors and driver personalization features (requires Driver Confidence Package I; available on Premium II/GS.)
- **Standard leather-wrapped steering wheel** includes integrated audio, cruise and Driver Information Center and Display controls.
- **Heated steering wheel** is another luxurious touch (standard Premium I/Premium II/GS).
- **Driver door** adds new power locking controls (if equipped) and an internal trunk release.
- **Tilt and telescopic steering column** adjusts for optimal driver comfort.

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- **Passive Keyless Entry and Push Button Start** use an integrated key fob sensor instead of a traditional key to unlock the doors, turn on interior lights and start the vehicle even if the key fob is tucked away (standard Premium I/Premium II/GS).
- **Universal Home Remote** with 3-channel programmable opener (standard Premium I/Premium II/GS).
- **Remote Vehicle Starter System** starts the vehicle and activates the climate control system and heated front seats (standard Premium I/Premium II/GS excludes manual transmission).
- **RemoteLink Key Fob Services** remotely unlocks doors, activates horn and lights and remote starts Regal (if equipped) using the OnStar RemoteLink Mobile App on your smartphone. Services are provided for five years. Learn more at onstar.com.
- **Standard Rear Vision Camera.** See Regal Top Selling Features.
- **Ultrasonic Rear Parking Assist** helps make drivers more aware of the environment behind them during low-speed reverse maneuvers. The system uses sensors in the rear bumper to detect and then alert the driver about certain stationary objects directly behind the vehicle (standard Leather/Premium I/Premium II).



- **Ultrasonic Front and Rear Parking Assist** enhances driver awareness at the front and rear of the vehicle during low speed maneuvers (standard GS).
- **60/40 split-folding rear seat** with folding armrest and cup holders adds convenience.
- **Trunk cargo volume:**
 - 11.1 cu. ft. (eAssist).
 - 14.2 cu. ft. (Turbo).

2014 BUICK REGAL **INFOTAINMENT** BUICK

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WHY INFOTAINMENT MATTERS

Regal customers appreciate advanced technologies that enhance their time behind the wheel. Regal's seamless connectivity provides access to a wide range of media sources, makes phone pairing easy and includes advanced voice recognition capabilities that help drivers connect with their devices and entertainment choices more safely.



CONNECTIVITY

- **Buick IntelliLink** is standard on Regal. The system is enhanced for 2014. Refer to Regal Top Selling Features.
- **Bluetooth for Phone and Music** wirelessly connects phones for hands-free operation and includes audio streaming capability.
- **Smartphone Voice Recognition Pass-Through** connects easily and conveniently to voice recognition features found on many smartphones using IntelliLink's microphone and speakers. Refer to Regal Top Selling Features.
- **USB port** provides charging for portable devices. Regal's two USB ports are located in the center console. They play back media from compatible devices including flash drives and tethered music players, tablets and phones.
- **Standard 120V 3-prong power outlet** charges and operates devices for added convenience (standard Premium I/Premium II/GS).
- **SD card slot** plays back media from compatible SD cards. The SD card slot is located in the center console.

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ENTERTAINMENT

- **Audio system:** Regal radios include AM/FM/SiriusXM and new for 2014, HD Radio. The audio system features MP3 playback, a single-disc CD player, USB inputs, an AUX input and an SD card reader.
 - 7-speaker system (standard Regal 1SL/Premium I 1SN).
- **Bose premium 9-speaker audio system** provides outstanding performance that's tailored for Regal's cabin (standard Premium II/GS).
- **SiriusXM** services are fully integrated into Regal audio systems and include a 3-month trial of the XM Premier Package and Nav Traffic (if equipped with navigation).

BOSE



NAVIGATION

- **Audio system with Navigation** adds GPS navigation with 3D mapping and advanced Points of Interest to the IntelliLink system. IntelliLink allows navigation destinations to be saved as Favorites presets (standard Premium II/GS; available Premium I/ Regal 1SL).
- **OnStar Directions & Connections Plan** is standard for the first 6 months. Learn more at onstar.com.

WHY POWERTRAIN MATTERS

Regal's dynamic driving experience competes with the best import sport sedans in the midsize sport and compact luxury segment. The new 2.0L Turbo 4-cylinder engine is standard and will appeal to Regal target customers who put performance at the top of their "must have" lists.

ENGINES

2.0 Turbo I4 Engine

Regal's new standard 2.0L Turbo engine provides an excellent balance of muscle and refinement. The new 2.0L Turbo builds on its award-winning legacy with an 18% horsepower increase and a greater feeling of on-demand power. Refer to Top Selling Features.

- 259 hp and 295 lb.-ft. of torque.

Turbocharger

Included with the 2.0L Turbo engine, features a twin-scroll design. It's been engineered to give Regal a feeling of immediate response and delivers power across a broad torque band.

- The turbocharger provides boost up to 24 psi.
- Boost is controlled electronically with a pressure-actuated wastegate. Airflow is controlled with an electronic bypass valve, enabling optimal performance, throttle response and efficiency.

Ecotec 2.4L 4-Cylinder Engine with eAssist

This fuel-saving technology gives Regal excellent fuel economy, without sacrificing response (available FWD Premium I).

- 182 hp and 172 lb.-ft. of torque
- As you brake or coast, eAssist captures energy and stores it in the advanced lithium ion battery pack for future use.
- eAssist uses the forward momentum of the vehicle to spin a motor-generator to create electricity. As you brake, eAssist captures energy in the advanced battery pack. The state-of-the-art lithium-ion 115V battery and 15kW electric motor-generator work together to deliver 36 mpg highway and provide up to 15 additional horsepower and 75 lb.-ft. of torque when needed.
- eAssist also saves fuel by providing fuel cutoff when coming to a stop and automatic engine shutoff when Regal is stopped. The captured, recovered energy powers the radio, climate control system and other accessories whenever the engine operates in Auto Stop mode.



SPARK IGNITION DIRECT INJECTION (SIDI)

- SIDI creates more power from less fuel by injecting fuel directly into the combustion chamber. This creates a higher compression ratio that increases efficiency and horsepower and reduces cold start emissions by up to 25%. SIDI is included with both Regal engines. Regal's standard Turbo engine operates at higher boost with higher compression that increases its output and efficiency.

VARIABLE VALVE TIMING

- Variable Valve Timing (VVT) is standard and helps both Regal engines optimize engine breathing across the rpm band. On Turbo models, VVT adjusts valve timing at lower rpm for improved engine response and greater torque delivery.

TRANSMISSIONS

Sophisticated, smooth-shifting 6-speed automatic transmissions deliver optimal fuel economy with excellent performance and minimal noise, vibration and harshness levels.

- The standard automatic transmission includes Driver Shift Control (Tap-Up/Tap-Down) clutchless shifting for the sportiness of a manual transmission.
- An available 6-speed manual transmission enhances the sporty character of the GS.
- 2014 EPA-estimated fuel economy:
 - 2.0L Turbo 4-cylinder (FWD): 21 city/30 highway mpg (automatic transmission).
 - 2.0L Turbo 4-cylinder (FWD): 20 city/31 highway mpg (manual transmission).
 - 2.0L Turbo 4-cylinder (AWD): 19 city/27 highway mpg.
 - 2.4L 4-cylinder with eAssist: 25 city/36 highway mpg.

WHY RIDE & HANDLING MATTERS

Assertive, confident handling is an important reason to buy for sport sedan customers. Regal's suspensions and tuning offer the dynamic handling characteristics that sport sedan drivers want with the control and smooth ride quality Buick drivers expect.

Regal GS adds features that give it more assertive handling—the HiPer strut front suspension, Continuously Variable Real-Time Damping with 3-mode Interactive Drive Control, a lower ride height and standard 19" and available 20" wheels.

SUSPENSIONS

- **4-wheel independent suspension** gives Regal sporty handling and response.
- **Front suspension.**
 - MacPherson strut coil-over-spring design.
 - Hollow direct-acting stabilizer bar.
- **HiPer Strut performance front suspension** enhances ride and handling by reducing torque steer. It offers more linear and communicative steering through improved camber control and improved impact isolation on bumps and rough surfaces. HiPer strut also improves grip in dry and wet conditions, giving you a direct feel of the road (standard GS/AWD models).

- **Rear suspension.**

- Four-link independent rear suspension with hollow stabilizer bar provides excellent ride characteristics even on rough surfaces (standard FWD models).
- H-arm design provides enhanced isolation (standard AWD models).

HANDLING

- **Continuously Variable Real-Time Damping System** enhances suspension response, giving Regal GS more agile handling.
 - To ensure optimal handling, front and rear dampers continuously vary damper characteristics and adjust damping within milliseconds to adapt to varying road surfaces. In Standard mode, the system reads the road up to 500 times a second.
 - The system also reduces pitching motion during braking and body movements in curves and turns.
 - Standard and exclusive to Regal GS.

2014 BUICK REGAL RIDE & HANDLING BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN **RIDE & HANDLING** SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK COMPETITIVE COMPARISON

- **Interactive Drive Control System** is part of the Continuously Variable Real-Time Damping Control System on Regal GS. This 3-mode driver-selectable system enhances handling performance by changing suspension, steering and automatic transmission response.
 - Standard, the default mode, has a balanced ride optimized for all driving situations.
 - Sport mode provides a level of performance between Standard and GS mode.
 - GS mode is the most performance-oriented setting. It increases damping levels to ensure ultimate wheel control, reducing body roll for better agility. It also heightens suspension, steering and automatic transmission shifting response for more assertive ride character.
- **Available Haldex all-wheel drive with eLSD** optimizes traction in all driving situations by distributing power to the wheels with the most grip (available on Turbo models).
 - If the front wheels lose traction, the AWD system can send more than 90% of engine torque to the rear wheels to help enhance grip.
 - The eLSD adjusts the torque split between the rear wheels to optimize vehicle stability and cornering capability.
 - On Regal GS the AWD system supports performance-oriented driving by putting more torque to the rear wheels when needed when Sport or GS driving modes are selected on the Interactive Drive Control System. The all-wheel drive system also enhances cornering capability on the GS when GS mode is selected.
 - Refer to Regal Top Selling Features.
- **Electric Power Steering** helps to save fuel by drawing energy only when the wheels are turned.
- **Electric Variable-Effort Power Steering** helps to reduce fuel and also offers more steering assist at lower speeds and less assist at higher speeds (standard GS and AWD models).



2014 BUICK REGAL RIDE & HANDLING BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN **RIDE & HANDLING** SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK COMPETITIVE COMPARISON

BRAKING

- **Standard 4-wheel disc brakes with ABS and Brake Assist.**
 - Turbo rotors: 12.6" vented (front); 12.4" vented (rear).
 - eAssist rotors: 11.7" vented (front); 11.5" solid (rear) (eAssist Premium I).
 - GS rotors: 13.6" high-performance vented 4-piston aluminum Brembo caliper (front); 12.4" vented single piston (rear).
- **Brembo front calipers** help to provide excellent stopping power (GS only).
- **StabiliTrak Stability Control with Traction Control** is standard. Refer to the safety section for details.

WHEELS

- **Regal offers five wheel designs.** Standard alloy wheels enhance Regal's appearance. Refer to the Regal Packaging Chart for wheel availability.
 - 17" alloy (RSB). Included with eAssist Premium I.
 - 18" alloy (PXR). Standard on Turbo models.
 - 18" alloy (Q6Y). Available on Turbo models.
 - 19" alloy (REH). Standard on GS.
 - 20" polished alloy (RTJ) with summer-only tires. Available on GS.



17" silver painted alloy (RSB)



18" silver painted alloy (PXR)



18" chrome alloy (Q6Y)



19" V-spoke painted alloy (REH)



20" V-spoke painted alloy (RTJ)

WHY SAFETY MATTERS

Regal's excellent safety resumé includes safety that looks out for you Before, During and After a crash. Like the new Buick LaCrosse, Regal also offers a suite of safety technologies that provide the most advanced protection Buick has ever offered. Many of these features include visual and audible alerts that help drivers quickly identify and react to potential crash situations.

SAFETY BEFORE

Regal's new crash avoidance technologies are designed to:

- Help keep drivers aware of potential crash situations by constantly monitoring the driving environment all around the car.
- Communicate any potential danger to the driver in the best way possible.
- **Driver Confidence Package I (available Premium II/GS).**
Refer to Regal Top Selling Features.
- **Driver Confidence Package II (available Premium II/GS).**
Refer to Top Selling Features.

- **4-channel Antilock Braking System (ABS) with Brake Assist.**

- ABS helps maintain steering control during hard braking for confident control.
- Brake Assist provides additional help by measuring the speed and force applied to the brake pedal, then applying the ABS stopping threshold sooner to help reduce stopping distances.

- **Daytime Running Lamps (DRLs)** increase the vehicle's visibility to others.

- **StabiliTrak Stability Control and Full-Function Traction Control.** If the system detects wheel slippage or if the vehicle is not following the path being steered, StabiliTrak applies the brakes and/or adjusts the throttle to keep the vehicle on course.

2014 BUICK REGAL SAFETY & SECURITY BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING **SAFETY & SECURITY** ACCESSORIES SPECIFICATIONS HOW THINGS WORK COMPETITIVE COMPARISON

- **Rear Vision Camera** enhances the driver's field vision and displays an image of the area behind Regal in the center stack display when it is shifted into "reverse."
- **Tire Pressure Monitoring System** alerts the driver when a tire is out of normal inflation range so that appropriate action can be taken.

DURING

- **6 standard air bags** include dual-stage frontal, front-seat mounted side-impact and head-curtain side-impact air bags.
- **Rear-thorax side-impact air bags** provide protection for occupants in the outboard rear seats (Premium II/GS).
- **Front safety** belts include pretensioners that cinch the belt more tightly to help reduce forward movement during a collision. Load-limiting retractors help manage forces on the belt for added protection.
- **Head restraints** help reduce the risk of neck injury. Front head restraints are adjustable two ways.
- **High-strength steel** creates a strong safety cage to help protect occupants.
- **LATCH child safety seat attachments** are included for all three rear seat positions.



AFTER

- **OnStar Automatic Crash Response.** In a crash, built-in sensors can automatically alert an OnStar Advisor who is immediately connected into your vehicle to see if you need help sent to your exact location—even if you can't say a word. Learn more at onstar.com.
- **OnStar services** include Crisis Assist, emergency services and stolen vehicle slowdown. Learn more at onstar.com.
- **OnStar offers a full complement of safety and security services.** A standard 6-month OnStar Directions & Connections service plan that includes OnStar Safety and Security features is included with the 2014 Regal.

SECURITY

- **PASS-key III** theft deterrent system with immobilizer is standard.

When your customers need to personalize their vehicle, improve their comfort level, add convenience, and compliment their style, look no further than Buick Accessories. They are factory-tested and engineered for each vehicle and are backed by a 12-month warranty for Manufacturer defects.



FLOOR MATS – FRONT AND REAR PREMIUM ALL WEATHER

These mats complement the interior with the hard-working functionality of these Premium All Weather Floor Mats. Precision-designed for a perfect fit. The ribbed surface collects rain, mud, snow and other debris for easy cleaning.



FLOOR MAT – CARGO AREA PREMIUM ALL WEATHER

The Premium All-Weather Cargo Area Floor Mat fits the floor of the vehicle exactly. Its deep-ribbed pattern collects rain, mud, snow and other debris for easy cleaning. Nibs on the back help keep it in place.

Click this link for more information: <http://www.gmaccessorieszone.com/Buick/en-US/Regal/2014/>

2014 BUICK REGAL SPECIFICATIONS BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES **SPECIFICATIONS** HOW THINGS WORK COMPETITIVE COMPARISON

PREMIUM I (1SN) eASSIST

REGAL (1SL), PREMIUM I (1SN), PREMIUM II (1SP), GS (1SX)

POWERTRAINS

Engine	Ecotec 2.4L DOHC DI VVT I4 with eAssist	2.0L DOHC DI VVT Turbo I4
Horsepower @ rpm	182 @ 6700	259 @ 5300
Torque (lb.-ft.) @ rpm	172 @ 4900	295 @ 3000-4000; 295 @ 2500-4000 (GS)
Variable Valve Timing		S
Direct Injection		S
Transmission	Hydra-Matic 6T40 6-speed automatic with Driver Shift Control (S)	Hydra-Matic 6T70 6-speed automatic with Driver Shift Control (S); 6-speed manual (A GS)
Final drive ratio	2.64	2.77
Fuel economy city/hwy (mpg)	25/36	21/30 (FWD automatic) 20/31 (FWD manual) 19/27 (AWD)
Recommended fuel	Regular	Premium (not required)
Fuel tank capacity (gal.)	15.8	18.0

CHASSIS & SUSPENSION

Drivetrain	FWD	FWD (S); AWD (A)
Wheelbase		107.8
Front suspension	Independent MacPherson strut-type	Independent MacPherson strut-type (S); HiPer strut (GS, AWD)
Rear suspension	Independent 4-link	Independent 4-link (S); Hi-Rim (AWD)
Continuously Variable Real-Time Damping	–	–; S (GS)
Interactive Drive Control System	–	–; S (GS)
Rear Limited-Slip Differential	–	A (Included with AWD)
Brakes, front/rear	4-wheel disc with ABS; 11.7" vented/11.5" solid	4-wheel disc with ABS; 12.6" vented/12.4" vented; 13.6" vented Brembo/12.4" vented (GS)
Stability Control System		StabiliTrak with Traction Control
Steering	Electric	Electric; Electric variable assist (GS, AWD)
Turning circle (ft.)	38.1	38.1
Wheels	17" (S)	18" (S); 18" (A); 19" (S GS); 20" (A GS)
Tires	P235/50R17 low-rolling resistance all-season (S)	P235/50R18 all-season (S); P245/40R19 all-season (S GS); P255/35R20 summer-only (A GS)

CAPACITIES

Seating capacity		5
Trunk (cu. ft.)	11.1	14.2
Overall length (in.)		190.2
Overall height (in.)		58.4
Curb weight (lbs.)	3600 (estimated)	3671 (estimated); 3710 (GS)

For a more extensive list of specifications, visit buick.com

2014 BUICK REGAL **HOW THINGS WORK** BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS **HOW THINGS WORK** COMPETITIVE COMPARISON



PASSIVE ENTRY/
PUSH BUTTON START



SIMPLIFIED CENTER
STACK CONTROLS



ULTRASONIC REAR PARKING ASSIST/
REAR VISION CAMERA



AUTOMATIC COLLISION PREPARATION
WITH FRONT AUTOMATIC BRAKING



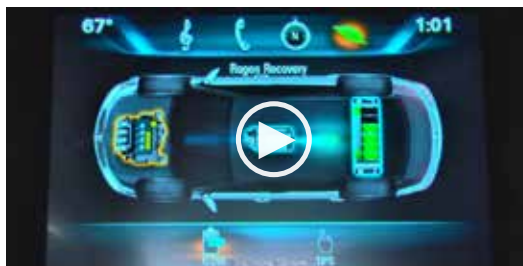
FORWARD COLLISION ALERT



ADAPTIVE CRUISE CONTROL



LANE DEPARTURE WARNING



eASSIST



REAR CROSS-TRAFFIC ALERT

Click the play  icon to access the How Things Work video site

2014 BUICK REGAL **HOW THINGS WORK** BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS **HOW THINGS WORK** COMPETITIVE COMPARISON



4.2" COLOR DRIVER
INFORMATION CENTER



8" RECONFIGURABLE
DRIVER INFORMATION &
INSTRUMENT CLUSTER DISPLAY



ALL-WHEEL DRIVE SYSTEM



LEFT STEERING WHEEL CONTROLS



SIDE BLIND ZONE ALERT/
LANE CHANGE ALERT

Click the play  icon to access the How Things Work video site

2014 BUICK REGAL VS. AUDI A4 BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK **COMPETITIVE COMPARISON**

✓ = Regal Wins

	BUICK REGAL GS AWD W/ DRIVER CONFIDENCE PACKAGES I & II	AUDI A4 AWD PRESTIGE W/ DRIVER ASSIST PACKAGE & SPORT PACKAGE
MSRP	\$44,505	\$49,945
COMFORT & CONVENIENCE		
Automatic HVAC	2-zone	3-zone
Remote vehicle starter system	S	S
Passive entry/Push button start	S	S
Power front seats	12-way (8 + 4-way lumbar)	12-way (8 + 4-way driver lumbar)
Leather-appointed seats	S	S
Heated front seats/steering wheel	S	S
Memory seat/mirrors	A	S
Split-folding rear seat	S	S
Auto-dimming interior mirror	S	S
Alloy pedals	• ✓	–
Parking Assist	• (front & rear) ✓	S (rear only)
Rear spoiler	• ✓	–
Reconfigurable Information Display and Instrument Cluster	S (8")	–
Sunroof	A	S
DIMENSIONS & WEIGHT		
Wheelbase (in.)	107.8	110.6
Length/Width/Height (in.)	190.2/73.1/58.0 ✓	185.1/71.9/56.2
Track, front/rear (in.)	62.4/62.5 ✓	61.6/61.1
Curb weight (lbs.)	3981	3693
Passenger volume (cu. ft.)	96.9 ✓	91.0
Cargo volume (cu. ft.)	14.2 ✓	12.4
Head room, front, rear (in.)	38.8/36.8	38.0/37.5
Shoulder room, front, rear (in.)	56.7/54.4 ✓	55.5/54.3
Hip room, front, rear (in.)	55.4/52.3	NP/NP
Leg room, front, rear (in.)	42.1/37.3 ✓	41.3/35.2

S = Standard A = Available – = Not available • = Included with package NP = Not published

- **Easier to park.** Buick Regal GS includes Front and Rear Park Assist and a standard rear vision camera. Front Park Assist is not available on Audi A4.
- **Greater cargo and fuel capacity.** Buick Regal GS has greater trunk space than the Audi A4 (14.2 vs. 12.4 cubic feet) and holds more fuel (18.0 vs. 16.1 gallons). Regal's larger fuel tank capacity gives it a greater driving range than the Audi A4 (486.0 vs. 466.9 miles).
- **Superior displays.** Buick Regal GS features an 8" Reconfigurable Driver Information Display and instrument cluster that permits drivers to display the and interact with audio, phone, navigation and vehicle information. Reconfigurable displays are not available with Audi A4.
- **Sporty features.** Alloy pedals and a rear spoiler are both standard on Regal GS. These features are not available on Audi A4.

2014 BUICK REGAL VS. AUDI A4 BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK **COMPETITIVE COMPARISON**

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TECHNOLOGY/INFOTAINMENT

	BUICK REGAL GS AWD W/ DRIVER CONFIDENCE PACKAGES I & II		AUDI A4 AWD PRESTIGE W/ DRIVER ASSIST PACKAGE & SPORT PACKAGE
Telematics system	OnStar	✓	Audi Connect
Built-in hands-free calling (without the need for a cell phone)	S (requires purchase of hands-free minutes)	✓	–
Smartphone remote features: doors, horn, lights, remote start	S (RemoteLink)	✓	–
Infotainment system	Next Gen Buick IntelliLink with navigation, CD player and Bose Premium 9-speaker sound system	✓	Audi MMI (Multi Media Interface) Navigation Plus System, Bang & Olufsen 14 speaker sound system
Infotainment screen size	8"	✓	7"
Navigation system	S		S
Natural Language Recognition	S	✓	Voice commands only
Touch screen	S	✓	–
Gesture recognition	S	✓	–
Embedded apps	S (Pandora)		S (Google Earth, Local Search)
USB port	S (2)	✓	– (Media Device Interface w/ iPod cable only)
SD Card Slot	S		–
Satellite radio	S (3 months included)		S (3 months included)
Bluetooth (phone & data)	S		S
Voice recognition pass-through	S	✓	–
AC power outlet	S	✓	–
Gracenote Music Library Database	S	✓	–
Real Time Traffic and Weather	S		S
Import Phone Contacts	S		S
Customization Home Page Icon	S	✓	–
Number of Favorite Saved Settings	60	✓	50

- **More convenience with OnStar RemoteLink.**
OnStar RemoteLink is standard and allows Regal GS owners to remotely check vehicle diagnostics, lock/unlock their doors, start their vehicle and do much more from anywhere they have mobile phone service. The Audi A4 does not offer anything comparable to RemoteLink.
- **Superior connectivity and personalization.**
Regal GS comes standard with the next-generation Buick IntelliLink system which includes gesture recognition, Natural Language Recognition and Smartphone Voice Recognition Pass-Through. These features are not offered on the Audi A4.
- **Standard USB Ports and SD Card Slot.**
The Regal GS infotainment system includes two standard USB ports and a standard SD card reader that seamlessly integrates brought-in media to Regal's audio system. The Audi A4 does not offer USB or SD card reader.

2014 BUICK REGAL VS. AUDI A4 BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK **COMPETITIVE COMPARISON**

✓ = Regal Wins

POWER & PERFORMANCE

	BUICK REGAL GS AWD W/ DRIVER CONFIDENCE PACKAGES I & II		AUDI A4 AWD PRESTIGE W/ DRIVER ASSIST PACKAGE & SPORT PACKAGE
Standard Engine	2.0L DOHC Turbo 4-cylinder		2.0L DOHC Turbo 4-cylinder
Horsepower @ rpm	259 @ 5300	✓	220 @ 4450
Torque (lb.-ft.) @ rpm	295 @ 2500	✓	258 @ 1500
Fuel injection	Direct		Direct
Variable Valve Timing	S		S
0-60 mph (seconds)	6.8		6.2
Recommended fuel	Premium (recommended)	✓	Premium (required)
Fuel economy, city/hwy	19/27		20/29
Transmission w/manual gear selection	6-speed auto		8-speed Tiptronic dual clutch auto
Fuel tank capacity (gal.)	18.0	✓	16.1
Maximum range (miles)	486.0	✓	466.9
Vehicle Diagnostics	S (OnStar Vehicle Diagnostics)	✓	–

CHASSIS & SUSPENSION

Rack-and-pinion steering	Electric variable-assist		Electric variable-assist
Turning diameter, (ft)	38.1		37.7
Suspension, front	Ind. HiPer strut	✓	Ind. 5-link
Suspension, rear	Ind. 4-link H-arm	✓	Ind. trapezoidal-link
Continuously Variable Real-Time Damping	•	✓	–
Suspension Mode Selectivity	3-mode Interactive Drive Control		4-mode Drive Select System
Disc brakes, front/rear	Brembo Vented front/solid rear	✓	Vented front/solid rear
EBD/Brake Assist	S		S
Stability/Traction Control	S		S
Electronic limited-slip differential	•		S
Std. wheel diameter	19"	✓	18"
Opt. wheel diameter	20"	✓	19"

- **More power.** The Regal GS four-cylinder turbo engine puts out 39 more horsepower and 37 more lb.-ft. of torque than the Audi A4 turbo four-cylinder engine.
- **Better handling.** The Regal GS includes the HiPer Strut front suspension that provides more assertive handling, the Continuously Real-Time Damping Suspension that responds to road inputs in milliseconds and standard 19" wheels. The Audi A4 does not offer these enhanced handling features. The A4 rides on smaller standard 18" wheels. Unlike Regal GS, 19" wheels are optional on the Audi and 20" wheels are not available.
- **Better Brakes.** Both Regal GS and Audi A4 have ventilated front disc/solid rear disc brakes. However, the Regal GS brakes are supplied by Brembo, the undisputed leader in the braking systems.

2014 BUICK REGAL VS. AUDI A4 BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK **COMPETITIVE COMPARISON**

✓ = Regal Wins

SAFETY FEATURES

	BUICK REGAL GS AWD W/ DRIVER CONFIDENCE PACKAGES I & II	AUDI A4 AWD PRESTIGE W/ DRIVER ASSIST PACKAGE & SPORT PACKAGE
Number of air bags	6 std. + 2 opt. rear thorax air bags	6 std. + 2 opt. rear thorax air bags
Rear Vision Camera	S	S
Side Blind Zone Alert	•	✓ S
Lane Change Alert	•	S (Side Assist)
Rear Cross Traffic Alert	•	✓ –
HID Headlamps	S	S
Lane Departure Warning	•	✓ –
Forward Collision Alert	•	✓ –
Automatic Collision Preparation with Front Braking	•	✓ –
Adaptive Cruise Control	•	S
Following Distance Indicator	•	✓ –
Tire Pressure Monitor System	S	S
Automatic Crash Notification via telematics system	S	✓ –
Stolen Vehicle Slowdown and Ignition Block Notification via telematics system	S	✓ –
Remote Vehicle Diagnostics Smartphone App Notification via telematics system	S	✓ –
Diagnostics on demand Notification via telematics system	S	✓ –

WARRANTY/ASSISTANCE (YEARS/MILES)

Bumper-to-bumper	4/50,000	4/50,000
Powertrain	6/70,000	✓ 4/50,000
No-Charge Scheduled Maintenance	2/24,000	✓ 1/5,000
Roadside assistance	6/70,000 ¹	✓ 4/unlimited
Standard courtesy transportation	6/70,000	✓ –

- **Superior crash avoidance features.** A4 lacks Forward Collision Alert and Automatic Collision Preparation with Front Braking. It also doesn't offer Rear Cross Traffic Alert or Lane Departure Warning.
- **More Security.** The Audi A4 does not offer comparable features like OnStar's Stolen Vehicle Slowdown or Ignition Block.
- **Superior safety after an accident.** OnStar's Automatic Crash Response is standard on Buick Regal. Audi A4 does not offer an equivalent feature.
- **More peace of mind.** Regal has a longer Powertrain Warranty. Regal owners also receive two more years of Roadside Assistance and standard Courtesy Transportation coverage. Courtesy Transportation is not offered with Audi A4.
- **Longer Complimentary Scheduled Maintenance.** Regal owners have two years/24,000-miles of complimentary scheduled maintenance. The A4's complimentary scheduled maintenance is only 1 year/5000-miles.

¹Roadside Assistance duration is extended for as long as the customer is an active OnStar subscriber.

2014 BUICK REGAL VS. VOLKSWAGEN CC BUICK

WHAT'S NEW KEY MESSAGES MARKETING HIGHLIGHTS TOP SELLING FEATURES PACKAGING GUIDE EXTERIOR INTERIOR INFOTAINMENT
POWERTRAIN RIDE & HANDLING SAFETY & SECURITY ACCESSORIES SPECIFICATIONS HOW THINGS WORK **COMPETITIVE COMPARISON**

✓ = Regal Wins

	BUICK REGAL GS AWD W/ DRIVER CONFIDENCE PACKAGES I & II	2014 VOLKSWAGEN CC V6 AWD EXECUTIVE 4MOTION
MSRP	\$44,505	\$43,310
COMFORT & CONVENIENCE		
Automatic HVAC	2-zone	2-zone
Remote vehicle starter system	S	S
Passive entry/Push button start	S	S
Power front seats	12-way (8 + 4-way lumbar)	12-way (8 + 4-way driver lumbar) with driver massage
Leather-appointed seats	S	S
Heated front seats	S	S (includes ventilation)
Heated steering wheel	S	✓
Memory seat/mirrors	A	S
Split-folding rear seat	S	S (with pass-through)
Auto-dimming interior mirror	S	S
Alloy pedals	•	✓
Parking Assist	• (front & rear)	S (front & rear)
Rear spoiler	•	✓
Reconfigurable Information Display and Instrument Cluster	S	✓
Sunroof	A	S
DIMENSIONS & WEIGHT		
Wheelbase (in.)	107.8	✓ 106.8
Length/width/height (in.)	190.2/73.1/58.0	✓ 188.1/73.0/55.8
Track, front/rear (in.)	62.4/62.5	✓ 61.1/61.4
Curb weight (lbs.)	3981	3851
Passenger volume (cu. ft.)	96.9	✓ 93.6
Cargo volume (cu. ft.)	14.2	✓ 13.2
Head room, front, rear (in.)	38.8/36.8	✓ 37.4/36.6
Shoulder room, front, rear (in.)	56.7/54.4	56.0/54.7
Hip room, front, rear (in.)	55.4/52.3	NP/NP
Leg room, front, rear (in.)	42.1/37.3	✓ 41.6/37.3

- **More comfort and luxury.** Buick Regal has a larger interior than Volkswagen CC. In addition, a heated steering wheel is standard on Buick Regal GS. This feature is not available on Volkswagen CC.
- **Sporty features.** A rear spoiler and alloy pedals are standard on Buick Regal GS. A rear spoiler is an extra-cost option with Volkswagen CC and alloy pedals are not available at all.
- **Greater cargo capacity.** Buick Regal GS has greater trunk space than the Volkswagen CC (14.2 vs. 13.2 cubic feet).
- **Superior displays.** Buick Regal GS features an 8" Reconfigurable Driver Information Display and instrument cluster that permits drivers to display the interact with audio, phone, navigation and vehicle information. Reconfigurable displays are not available with Volkswagen CC .

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**BUICK REGAL GS AWD
W/ DRIVER CONFIDENCE
PACKAGES I & II**

**2014 VOLKSWAGEN CC V6
AWD EXECUTIVE 4MOTION**

TECHNOLOGY/INFOTAINMENT

Telematics system	OnStar	✓	Car-Net
Built-in hands-free calling (without the need for a cell phone)	S (requires purchase of hands-free minutes)	✓	—
Smartphone remote features: doors, horn, lights	S (RemoteLink)		S (Car-Net)
Smartphone remote features: remote start	S (RemoteLink)	✓	—
Infotainment system that links with smartphone	Next Gen Buick Intellilink with navigation, CD player and Bose Premium 9-speaker sound system	✓	Dynaudio premium sound system, navigation, 30GB hard drive, 10 high-end speakers
Infotainment screen size	8"	✓	6.5"
Navigation system	S		S
Touch screen	S		S
Natural Language Recognition	S	✓	Voice commands only
Gesture recognition	S	✓	—
Embedded apps	S (Pandora)	✓	—
USB port	S (2)	✓	— (Media Device Interface w/ iPod cable only)
SD Card Slot	S		S
Satellite radio	S (3 months included)		S (3 months included)
Bluetooth (phone & data)	S	✓	S (phone only)
Voice recognition pass-through	S	✓	—
AC power outlet	S	✓	—
Gracenote Music Library Database	S	✓	—
Real Time Traffic and Weather	S	✓	—
Import Phone Contacts	S		S
Customization Home Page Icons	S	✓	—
Number of Favorite Saved Settings	60	✓	—

• More advanced Infotainment system.

The Regal GS next-generation Buick Intellilink system includes features and capabilities the CC does not offer like a larger display, gesture recognition and natural Voice Recognition and Smartphone Recognition Pass-Through.

• Standard USB Ports and SD Card Slot. The

Regal GS infotainment system includes two standard USB ports and a standard SD card reader. The Volkswagen CC does not include a USB port and makes due with an SD card slot and a less convenient media device interface cable only.

• More Entertainment Options. The Regal

infotainment system supports an embedded app for Pandora. The CC infotainment system doesn't support any embedded apps.

• More convenience with OnStar RemoteLink.

The Regal OnStar RemoteLink system is more comprehensive and includes features not offered with the VW app including remote start and remote vehicle diagnostics check.

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BUICK REGAL GS AWD
W/ DRIVER CONFIDENCE
PACKAGES I & II

2014 VOLKSWAGEN CC V6
AWD EXECUTIVE 4MOTION

POWER & PERFORMANCE

Standard Engine	2.0L DOHC Turbo 4-cylinder	3.6L DOHC V6
Horsepower @ rpm	259 @ 5300	280 @ 6200
Torque (lb.-ft.) @ rpm	295 @ 2500 ✓	265 @ 2750
Fuel injection	Direct	Direct
Variable Valve Timing	S	S
0-60 mph (seconds)	6.8	6.2 (est.)
Recommended fuel	Premium (recommended)	Premium (recommended)
Fuel economy, city/hwy	19/27 ✓	17/25
Transmission w/manual gear selection	6-speed auto	6-speed auto
Fuel tank capacity (gal.)	18.0	18.5
Maximum range (miles)	486.0 ✓	462.5
Vehicle Diagnostics	S (OnStar Vehicle Diagnostics)	S (Car-Net Vehicle Diagnostics)

CHASSIS & SUSPENSION

Rack-and-pinion steering	Electric variable-assist	Electric variable-assist
Turning diameter, (ft)	38.1	37.4
Suspension, front	Ind. HiPer strut ✓	Ind. strut
Suspension, rear	Ind. 4-link H-arm ✓	Ind. multilink
Continuously Variable Real-Time Damping	• ✓	–
Suspension Mode Selectivity	3-mode Interactive Drive Control ✓	–
Disc brakes, front/rear	Brembo Vented front/solid rear ✓	Vented front/vented rear
EBD/Brake Assist	S	S
Stability/Traction Control	S	S
Electronic limited-slip differential	•	S
Std. wheel diameter	19" ✓	18"
Opt. wheel diameter	20" ✓	–

- **More torque.** Regal GS puts out 30 more lb.-ft. of torque (295 vs. 265) than Volkswagen CC.
- **Better fuel economy.** Regal GS Turbo AWD has superior fuel economy for both city and highway driving (19/27 vs. 17/25 mpg).
- **Better handling.** The Regal GS includes the HiPer Strut front suspension that provides more assertive handling, the Continuously Real-Time Damping Suspension that responds to road inputs in milliseconds and standard 19" wheels. The Volkswagen CC does not offer these enhanced handling features and rides on smaller standard 18" wheels.
- **Advanced Sport Handling.** Regal GS features 3-mode Interactive Drive Control that allows the driver to adjust suspension and steering response for enhanced ride and handling. The Volkswagen CC suspension has no comparable feature.

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SAFETY FEATURES

	BUICK REGAL GS AWD W/ DRIVER CONFIDENCE PACKAGES I & II		2014 VOLKSWAGEN CC V6 AWD EXECUTIVE 4MOTION
Number of air bags	6 std. + 2 opt. rear thorax air bags	✓	6
Rear Vision Camera	S		S
Side Blind Zone Alert	•	✓	–
Lane Change Alert	•	✓	–
Rear Cross Traffic Alert	•	✓	–
HID Headlamps	S		S
Lane Departure Warning	•	✓	–
Forward Collision Alert	•	✓	–
Automatic Collision Preparation with Front Braking	•	✓	–
Adaptive Cruise Control	•	✓	–
Following Distance Indicator	•	✓	–
Tire Pressure Monitor System	S		S
Automatic Crash Notification via telematics system	S		S
Stolen Vehicle Slowdown and Ignition Block Notification via telematics system	S	✓	–
Remote Vehicle Diagnostics Smartphone App Notification via telematics system	S	✓	–
Diagnostics on demand Notification via telematics system	S	✓	– (Car-Net vehicle diagnostics by monthly e-mail only)

WARRANTY/ASSISTANCE (YEARS/MILES)

Bumper-to-bumper	4/50,000	✓	3/36,000
Powertrain	6/70,000	✓	5/60,000
No-Charge Scheduled Maintenance	2/24,000	✓	2/24,000
Roadside assistance	6/70,000 ¹	✓	3/36,000
Standard courtesy transportation	6/70,000	✓	–

¹Roadside Assistance duration is extended for as long as the customer is an active OnStar subscriber.

- **Superior crash avoidance features.** The Driver Confidence Packages offered on Regal include Side Blind Zone Alert with Lane Change Alert, Rear Cross-traffic Alert, Lane Departure Warning, Forward Collision Alert, Automatic Collision Preparation, Adaptive Cruise Control and Following Distance Indicator. None of these important safety features are available on Volkswagen CC at any cost.
- **More Security.** The Volkswagen CC does not offer features comparable to OnStar Stolen Vehicle Slowdown or Ignition Block.
- **More peace of mind.** Regal provides outstanding ownership coverage with a longer bumper-to-bumper warranty and a longer powertrain warranty. Regal owners also receive longer Roadside Assistance and standard Courtesy Transportation coverage. Courtesy Transportation is not offered with Volkswagen CC.